INPUT®

Information Systems Industry

Customer Service Program—
Europe

Customer Service Program—Europe

EFFECTIVE PLANNING FOR EFFECTIVE PERFORMANCE

INPUT's Customer Service Program provides the detailed customer service information you need to forecast service requirements, analyze competition, and address the challenges of new technology.

You receive research-based studies and support services which address questions such as:

- What services do your users really require and how can you meet their needs most efficiently?
- What is the competition doing and how should you respond?
- Where are the sources of service revenue growth for the next five years?
- How will increases in hardware reliability and software complexity affect your personnel mix?
- What are the new service techniques and how are they being received in the marketplace?

VENDOR COVERAGE

IBM	Siemens
Olivetti	Digital
Honeywell-Bull	Nixdorf
Unisys	Hewlett-Packard
ICL	NCR
Wang	Amdahl

CUSTOMER SERVICE ANALYSIS REPORT

Presents the results of 2,000 interviews of users of service by system size, country and vendor. Service and support functions analyzed include response time, satisfaction levels, and 'fix' time.

COUNTRY COVERAGE

West Germany	France
U.K.	Italy
Belgium	Netherlands
Norway	Sweden
Spain	Switzerland

MARKET/ISSUE REPORTS

Independent Maintenance Markets, 1989-1993
Analyzes and forecasts individual 'third-party' maintenance markets in Europe as well as profiling vendors and user reactions to independent maintenance.

Customer Service Pricing Trends
Examines customer perceptions and trends in pricing for systems software and hardware support.

Software Maintenance and Support
Examines vendor strategies for pricing and delivery; forecasts trends in this fast-changing market.

The Impact of Service Quality Standards
Looks at the impact of quality standards BS 5750 and ISO 9000.

Fourth-Party Maintenance Opportunities
Surveys this growing market and identifies opportunities for maintenance vendors.

Vendor Service Revenue Analysis
Analyzes vendor revenue streams in service and forecasts the growth areas and opportunities.

One other 'topical' issue report—to be defined.

CLIENT SUPPORT

Access to INPUT Consultants
Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

"Hotline" Inquiry Service
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Bimonthly Customer Service Newsletter
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RELATED SERVICES

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• Custom Research and Consulting Projects on particular customer service issues such as customer satisfaction, pricing, competition, etc.

PROGRAM DESCRIPTION

CUSTOMER SERVICE ANALYSIS REPORT

Contains Analysis by:
• Country
• Vendor
• System Size
  - Small Systems
  - Mid-Range Systems
  - Large Systems
  - Associated Systems Software

Based on a survey of 2,000 service users

MARKET/ISSUE REPORTS

• Independent Maintenance Markets
• Customer Service Pricing Trends
• Software Maintenance and Support
• The Impact of Service Quality Standards
• Fourth-Party Maintenance Opportunities
• Vendor Service Revenue Analysis
• To Be Defined

CLIENT SUPPORT

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• "Hotline" Inquiry Service
• On-Site Visits
• Bimonthly Newsletter

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INPUT®

Information Services Industry

Market Analysis Program—
Europe

Market Analysis Program—Europe

PLAN FOR SUCCESS

INPUT's Market Analysis Program is a service that provides timely and accurate intelligence on the computer software and services markets, some of the fastest-moving markets in the world. How much you know about them and when you find out could spell the difference between profit and loss for your company.

USE THIS POWERFUL SERVICE

This powerful service for tracking and anticipating market trends provides the information you need, including:

- An incisive view of European information services markets.

- In-depth analysis of the dynamics of the user and competitive environments.

- Invaluable advice for vendors seeking to address or re-evaluate their strategy for market opportunities.

COUNTRY MARKETS COVERED

France	West Germany
United Kingdom	Italy
Belgium	Netherlands
Denmark	Finland
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Austria	Ireland

FORECAST AND ANALYSIS REPORT

European Information Services Industry Analysis and Forecast 1989 - 1994
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MARKET REPORTS

Professional Services
Emphasizes Systems Integration, major project contracting and the role of the sub-contractors.

Workstation Application Software
Analyses markets for applications packages in this fast-growing market. Evaluates the impact of standard operating system environments, particularly UNIX.

Electronic Information Services
This report examines the converging markets of Electronic Data Interchange (EDI), Electronic Mail and On-Line Information Services.

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- Market Forecasts, 1989-1994
  - Systems Integration
  - Professional Services
  - Software Products
  - Turnkey Systems
  - Processing Services
  - Network Services

- Industry Issues and Trends
- Competitive Environment and Vendor Strategies

MARKET REPORTS

- Professional Services (Includes Systems Integration)
- Workstation Application Software
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QUALITY CONTROL
PROOFREADING SIGNOFF

no need to ... most ... final co...

DESCRIPTION   PROGRAM BROCHURE

PROJECT CODE   AENG

AUTHOR   PAC / KH

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	ATE
10/28/88	STEVE SHANKLAND	SXS	0/28
11/1	PAC	_Pm_	/1
	_... ..._	_Peter Lines_	
11/9/88	KEITH HOCKING	pp Keith.	

FINAL Q.C.

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Good!
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Fax ~~food~~ copy to Keith

COUNTRY MARKETS COVERED

France   West Germany

United Kingdom   Italy

Belgium   Netherlands

Denmark   Finland

Norway   Sweden

Switzerland   Spain

Austria   Ireland.

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        ONLY SENT ‖
- WE NEED
    - 1500 - SSPE ⎫ BROCHURES AS SOON
    - 1500 - CSPE ⎭
AS POSSIBLE — EUROPEAN VERSION WITH
" PROGRAMME " SPELLING -
- WHEN WILL THESE BE AVAILABLE ?
    MANY THANKS.   -

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FROM: KEITH HOCKING

DATE: 3 NOVEMBER 88.

INPUT
Project Charge Code: _____

QUALITY CONTROL
PROOFREADING SIGNOFF

DESCRIPTION 89 PROGRAM BROCHURE

PROJECT CODE AENG - CSPE

AUTHOR PAC / KH

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
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11/8/88	KEITH HOCKING	Peter Lines	10.11
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FINAL Q.C.

☐ **READY FOR PRINTER**

Great program
Redo both and *see* FAX copy to
Keith.

ADM 400/03 7/88

VENDOR COVERAGE

IBM	SIEMENS
OLIVETTI	DIGITAL
HONEYWELL-BULL	NIXDORF
UNISYS	HEWLETT-PACKARD
ICL	NCR
WANG	AMDAHL
CONCURRENT	

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WEST GERMANY	FRANCE
U.K.	ITALY
BELGIUM	NETHERLANDS
NORWAY	SWEDEN
SPAIN	SWITZERLAND

INPUT

Computer/Communications Systems Industry

Customer Service Programme— Europe
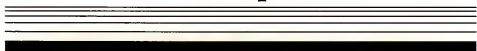
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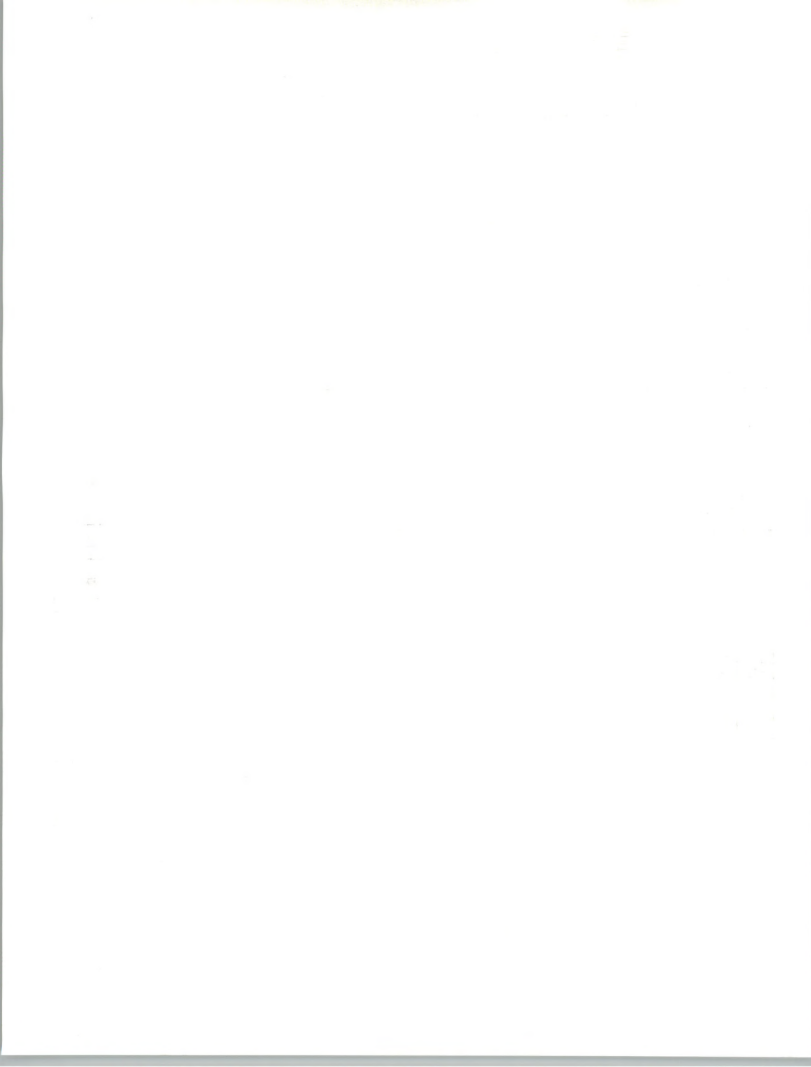
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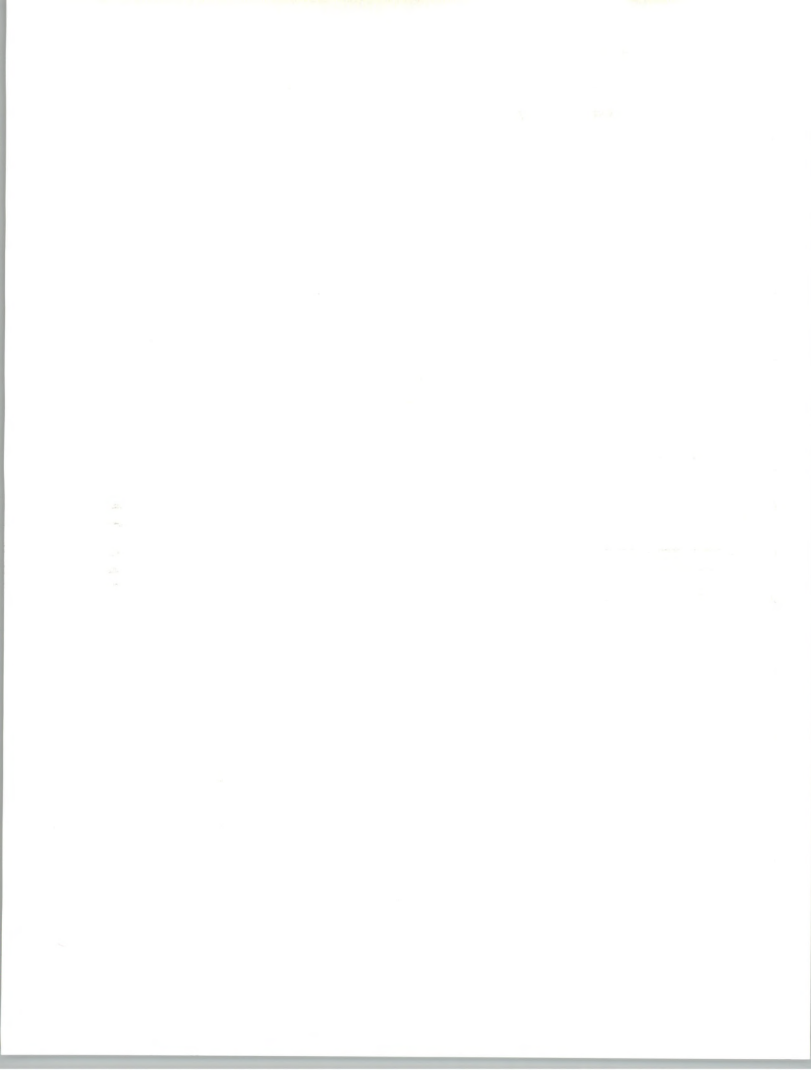- On-Site Visits
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│                                          │
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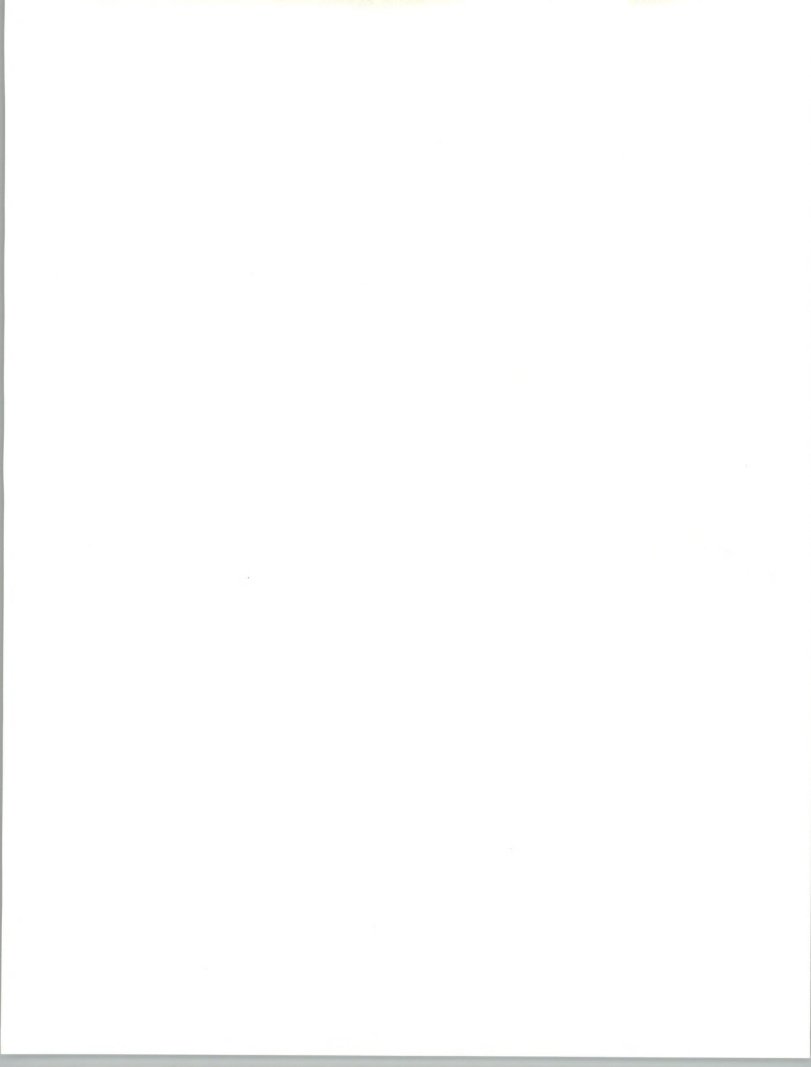
FORECAST AND ANALYSIS REPORT

- Market Forecasts, 1989-1994
  - Systems Integration
  - Professional Services
  - Software Products
  - Turnkey Systems
  - Processing Services
  - Network Services

- Industry Issues and Trends
- Competitive Environment and Vendor Strategies

MARKET REPORTS

- Professional Services
  (Includes Systems Integration)
- Workstation Application Software
- Electronic Information Services
- Turnkey System Opportunities
- Software Maintenance and Support

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- Client Conference
- On-Site Visits

INPUT®

Software and Services Industry

Market Analysis Programme—
Europe

Market Analysis Programme—Europe

PLAN FOR SUCCESS

INPUT's Market Analysis Programme is a service that provides timely and accurate intelligence on the computer software and services markets, some of the fastest-moving markets in the world. How much you know about them and when you find out could spell the difference between profit and loss for your firm.

USE THIS POWERFUL SERVICE

This powerful service for tracking and anticipating market trends provides the information you need, including:

- An incisive view of European information services markets.

- In-depth analysis of the dynamics of the user and competitive environments.

- Invaluable advice for vendors seeking to address or re-evaluate their strategy for market opportunities.

COUNTRY MARKETS COVERED	
France	West Germany
United Kingdom	Italy
Belgium	Netherlands
Denmark	Finalnd
Norway	Sweden
Switzerland	Spain
Austria	Ireland

FORECAST AND ANALYSIS REPORT

European Information Services Industry Analysis and Forecast 1989 - 1994
This report provides an analysis and five-year forecast for computer software and services markets in each European country covered.

Major industry trends, issues and growth factors are reviewed together with an analysis of successful vendor strategies, the competitive environment and key opportunities available to industry players.

MARKET REPORTS

Professional Services
Emphasises Systems Integration, major project contracting and the role of the sub-contractors.

Workstation Application Software
Analyses markets for applications packages in this fast-growing market. Evaluates the impact of standard operating system environments, particularly UNIX.
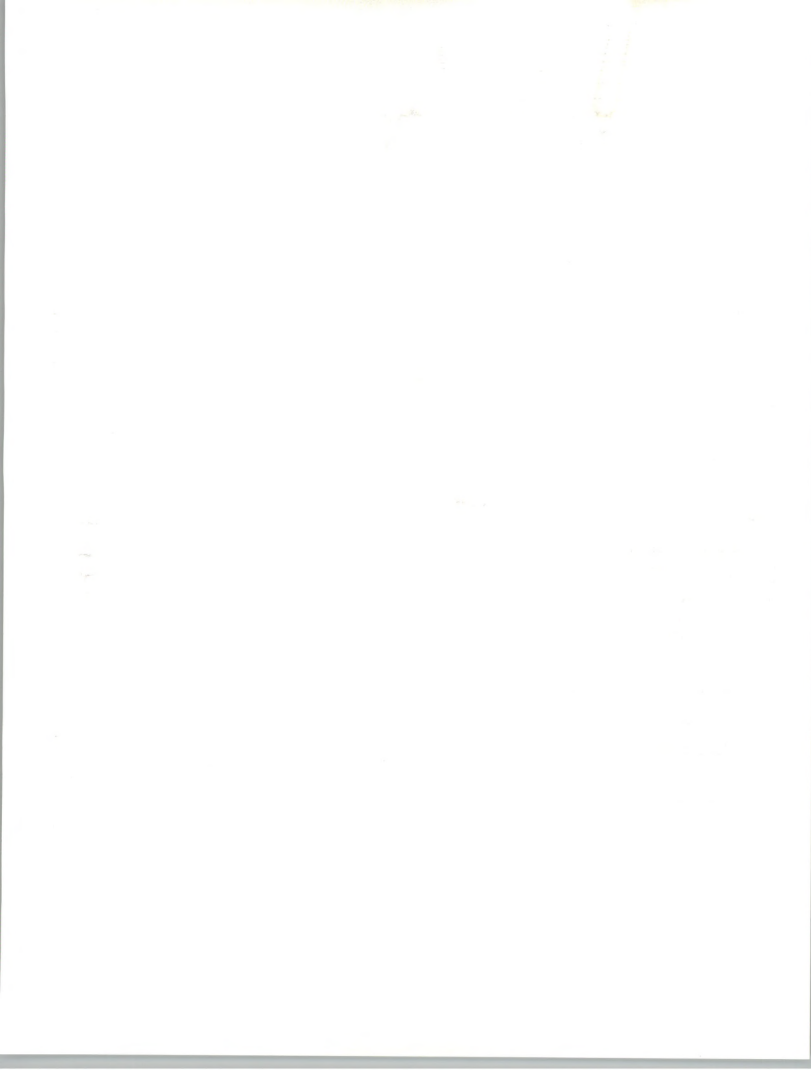
Electronic Information Services
This report examines the converging markets of Electronic Data Interchange (EDI), Electronic Mail and On-Line Information Services.

Turnkey System Opportunities
Examines new opportunites for turnkey systems in industry, commerce and administration. Analyses the changing delivery modes chosen by vendors.

Software Maintenance and Support
Vendor strategies for the pricing of software support and maintenance are analysed in the context of fast-changing market and competitive conditions.

CLIENT SUPPORT

Access to INPUT Consultants
Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

On-Site Visits
An INPUT consultant presents research results and industry forecasts at your site. Your issues and interests are discussed together with industry trends.

Client Conference
This annual conference enables INPUT's clients to be updated on key strategic industry trends and developments, as well as meet senior staff from other INPUT clients. Attendance at this conference is available at a reduced fee for full subscribers.

RELATED SERVICES

- The Vendor Analysis Programme provides company profiles and support data on European vendors.

- Market Analysis Programme—U.S. covers the computer software and services markets in the U.S.

- Custom Research and Consulting projects analyse market opportunities, user needs, competitive environment, acquisition targets, etc.

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